Steve Smith

Vice President Software Group, IBM Italia

Lavorare in modo più intelligente nell'attuale contesto economico

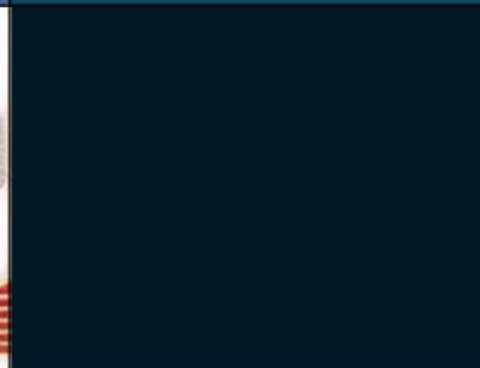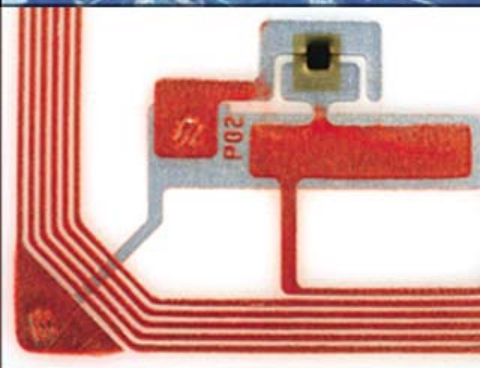1 billion transistors for each person on earth.

THINK

2 billion people will be connected to the internet by 2011.

30 billion RFID tags, embedded into our world by 2010.

15 petabytes of new information generated daily.

IMPACT NOW

Smarter   Planet

instrumented
interconnected
intelligent

people
companies, institutions, industries
man-made systems
nature's systems

Building a Smarter Planet
Thinking and Acting in New Ways to Make Our Systems More Efficient, Productive and Responsible

New Intelligence

Green and Beyond

I Need Insight

I Need Efficiency

Smart Work

Dynamic Infrastructure

I Need to Work Smart

I Need to Respond Quickly

IMPACT NOW

Common Challenges to Working Smarter

2/3 of employees believe there are colleagues who could help them with their work, but don't know how to find them

60% of the world's processes are managed in silos

Companies lose 5.3 hours/employee due to inefficient processes, leading to billions in lost productivity

5.3

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Billions Lost

The Way We Work is Getting Smarter

Resistant to Change   Embracing Change

Siloed   **Connected**

Historic and Reactive   **Predictive and Proactive**

Isolated   **People Centric**

Rigid   **Agile**

Smart Work Continuum

IMPACT NOW

Building a Smarter Planet

Smarter Services

British Airways Uses mobile device check-in and other self-service technologies to help facilitate a trouble-free travel experience and save the airline $3.50 per passenger.

Smarter Energy Grid

DONG Energy: Installed remote monitoring and control devices to gain an unprecedented level of information about the current state of the grid, lessening outage times by a potential 25 - 50% and up to 90% capital savings

Smarter Insurance

Irish Life: Built a customer-centric hub that provides a real-time, 360 degree view of customers, enabling employees to quickly identify cross-selling opportunities and giving customers easy access to their account information. Reduced duplication and conflicting views of client base by 30%.

Smarter Food

Matiq: Employs RFID tags to trace meat and poultry from the farm, through the supply chain, to supermarket shelves to ensure safety and freshness and provide more transparency to consumers

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Creating Smarter Energy Grids

25-50% reduction in outages
Up to 90% capital savings

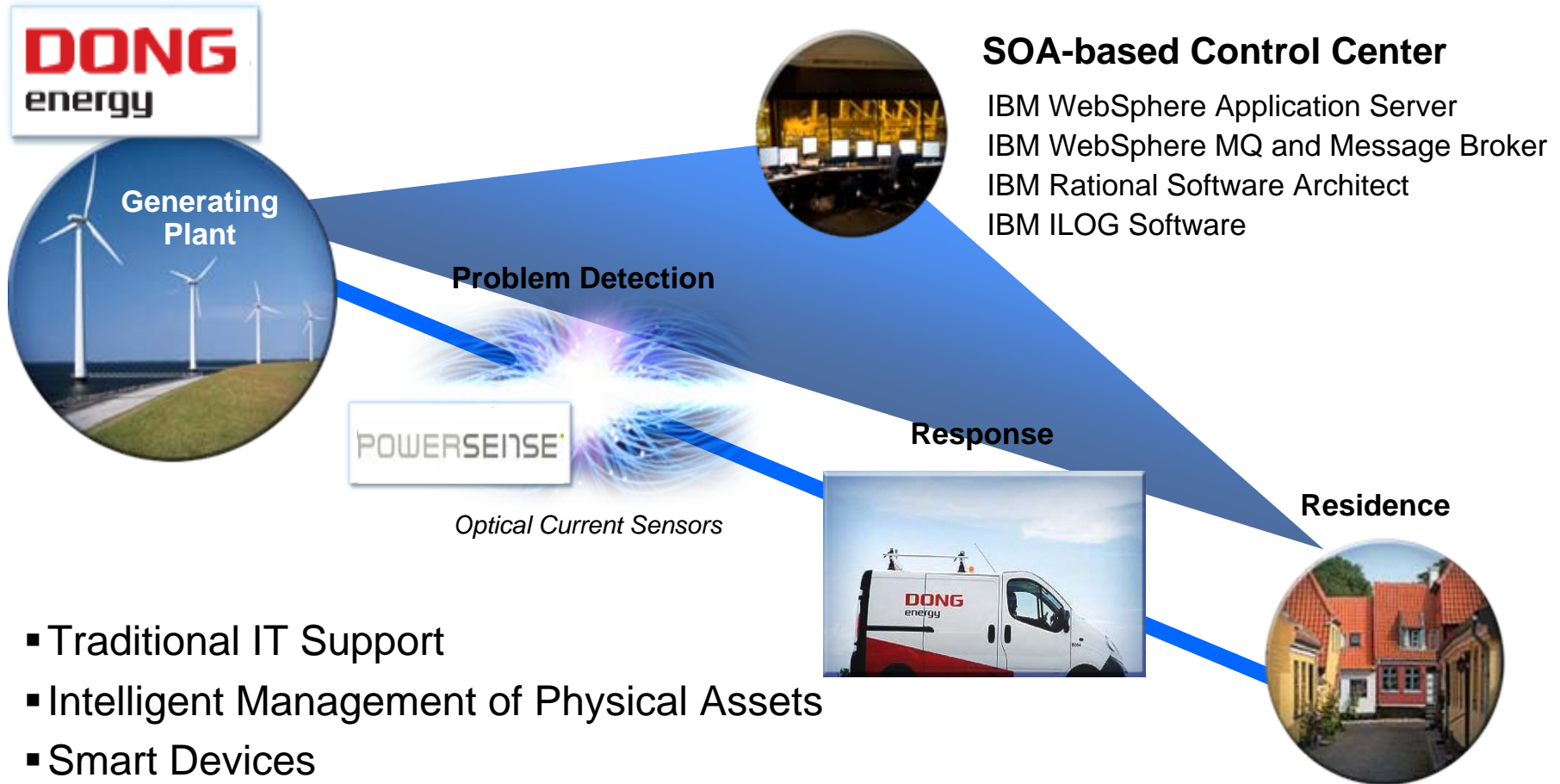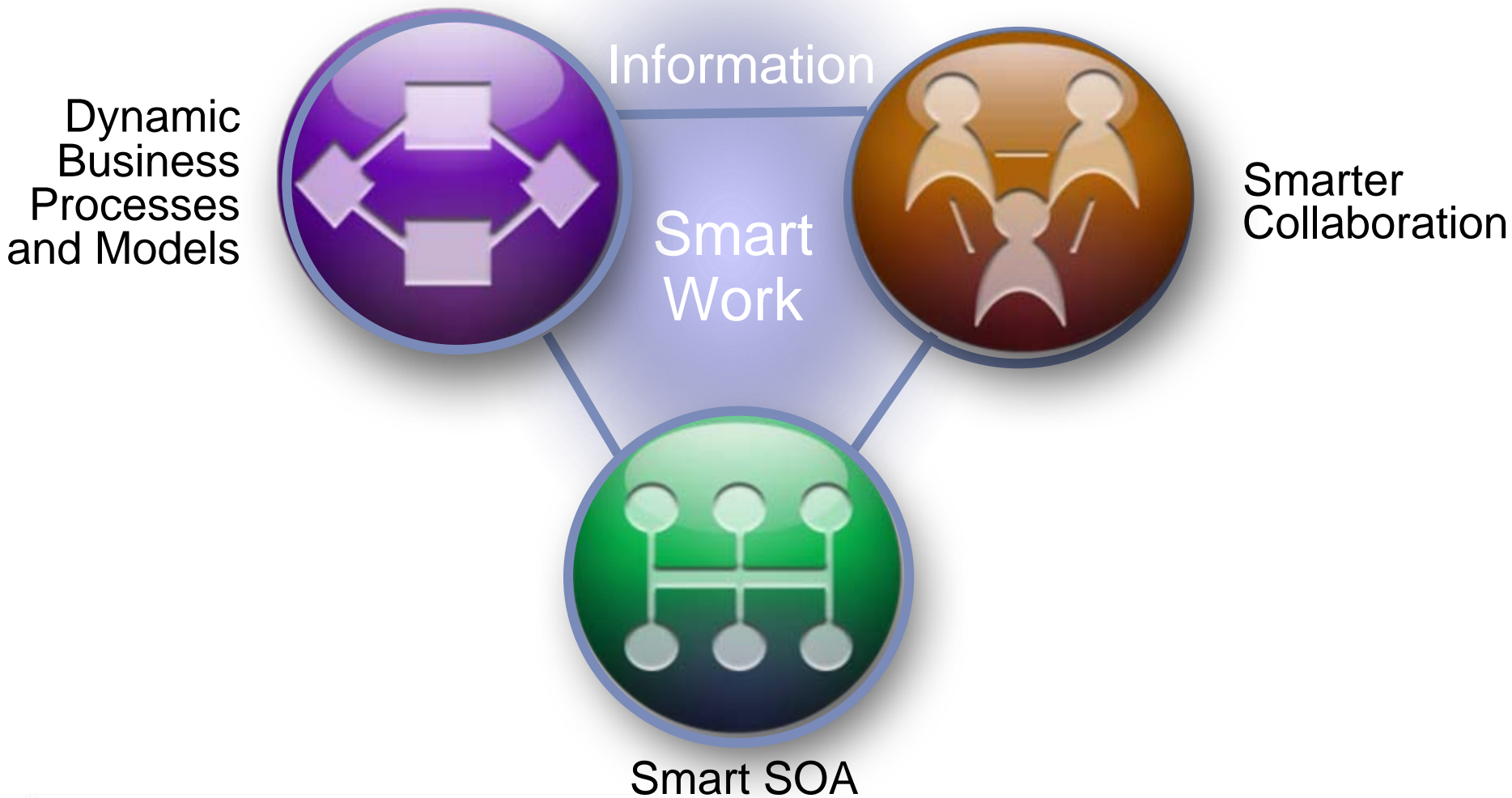**Real-time instrumentation and intelligent analytics**

DONG energy

POWERSENSE

IBM Helped Implement an Intelligent Utility Network

DONG energy

Generating Plant

SOA-based Control Center

IBM WebSphere Application Server
IBM WebSphere MQ and Message Broker
IBM Rational Software Architect
IBM ILOG Software

Problem Detection

POWERSENSE

Optical Current Sensors

Response

Residence

- Traditional IT Support
- Intelligent Management of Physical Assets
- Smart Devices

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How Can We Work Smarter?

Dynamic
Business
Processes
and Models

Information

Smart
Work

Smarter
Collaboration

Smart SOA

Smart Work Requires Dynamic Business Processes

91% of CEOs are restructuring work today

- Act on real-time insight

- Empower business users

- Adapt to change dynamically

…Optimized for YOUR Industry

Industry	Process	What's Smart
Retail	Stocking Decision Making	Turning customer data into valuable business insight
Government	Traffic Management	Optimization of traffic flow based on real-time citizen data
Healthcare	Clinical Decision Making	Collaborative decision making

Industry Solutions and Frameworks

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Mobitel Works Smarter with IBM

To Stay Competitive, Mobitel Must Adapt and Respond Dynamically

Differentiators

Projected Benefits

- WebSphere Business Services Fabric

- IBM's Telecommunications Industry Framework & Telco Content Pack
- Integrated BPM Suite built on SOA foundation

- Accelerates Time to Build by 64%

- Reduces TCO over a 5 year period by 19% or €0.8m

"We have embraced the challenges of managing complex processes, systems, applications and interfaces by adopting BPM and SOA from IBM." **CEO, Mobitel**

Smart Work Requires Smarter Collaboration

- Leverage relationships

- Increase people's productivity

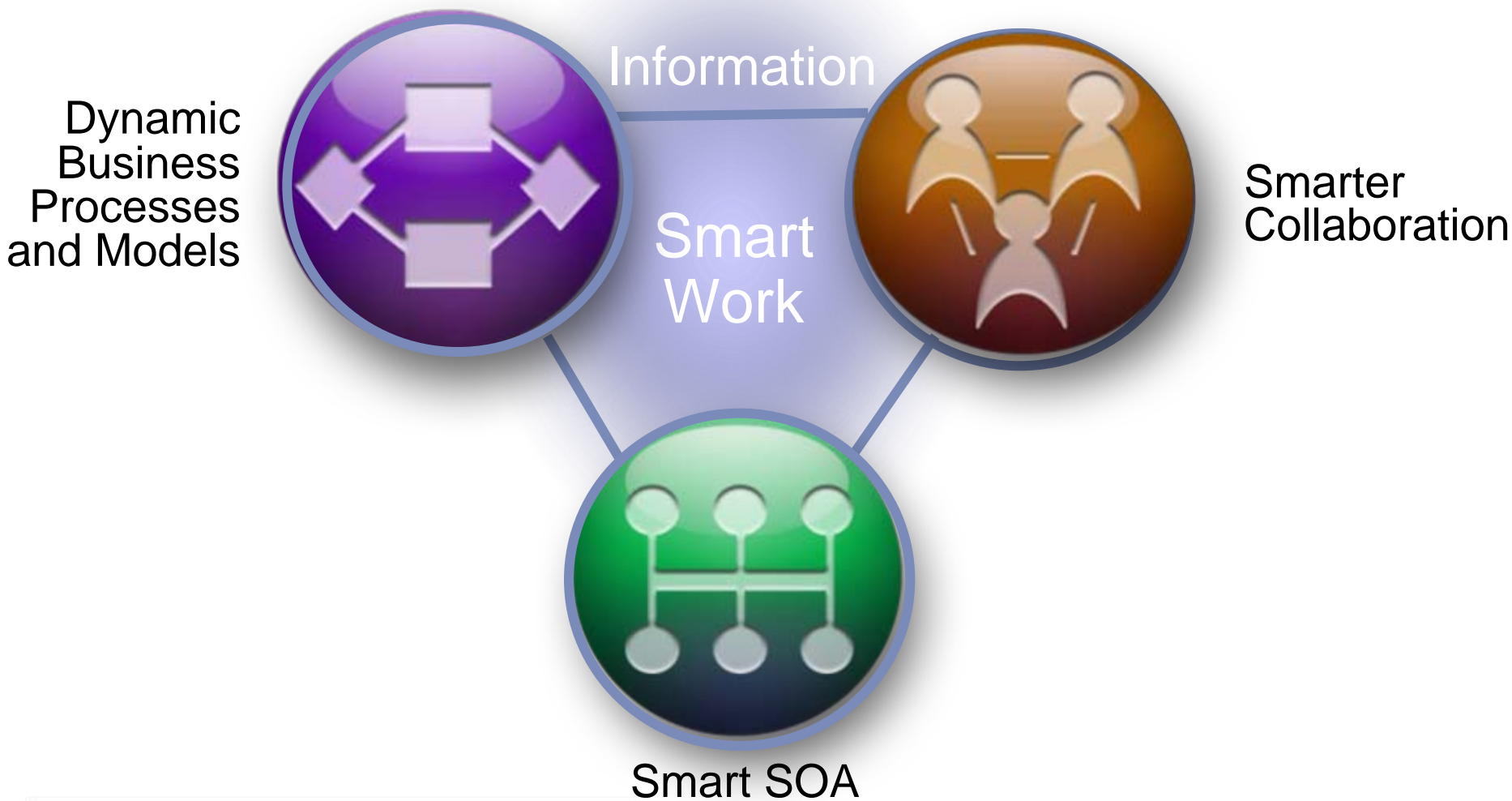- Extend expertise

- Create situational applications

New and Enhanced!

LotusLive
Lotus Sametime Unified Telephony and Services

Enhanced!

SOASocial

New!

MydeveloperWorks

IMPACT NOW

15

Do You Have the Capabilities Necessary to Work Smarter?

Information

Dynamic
Business
Processes
and Models

Smart
Work

Smarter
Collaboration

Smart SOA

IMPACT NOW

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